

Message Text

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SUBJ: PROPOSED FY 77 TRADE PROMOTION SCHEDULE

WESTERN AND CENTRAL AFRICA

REF : STATE 294627

1. EMBASSY CONCURS WITH SPECIFIC EVENTS PROPOSED FOR NIGERIA IN FY 77 TRADE PROMOTION SCHEDULE. OUR COMMENTS ON NINE EVENTS PROPOSED BY OIM FOLLOW:

A) TRADE FAIR -- TYPE I: TIMING OF LAGOS INTER-

NATIONAL TRADE FAIR IS STILL UNCERTAIN. UNOFFICIALLY WE HAVE BEEN TOLD THAT IT WILL NOT TAKE PLACE UNTIL ONE YEAR AFTER THE BLACK ARTS FESTIVAL (FESTAC) IN JANUARY 1977. THIS WOULD DEFER FAIR AND U.S. PARTICIPATION IN-TO EARLY FY 78.

B) INTERGRATED AGRIBUSINESS TECHNICAL SALES

SEMINAR: THEME HAS EXCELLENT POTENTIAL IN NIGERIA.
----- WE SEE THIS TSS AS TIMELY FOLLOW-ON TO THE SEMI ARID LAND DEVELOPMENT TECHNICAL SALES SEMINAR FOR FEBRUARY 1976.

C) HEALTH CARE TRADE MISSION: THIS THEME FITS IN

----- WELL WITH THE HEALTH

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FACILITIES CONSTRUCTION PROGRAM SOON TO GET UNDER WAY.

MARCH 1977 TIMING IS APPROPRIATE AND WE MAY BE ABLE TO TIE IN MISSION VISIT WITH THE SPRING CONFERENCE OF THE NIGERIAN MEDICAL ASSOCIATION.

D) COMMERCIAL FISHING TECHNICAL SALES SEMINAR:

TO OUR KNOWLEDGE, THIS THEME HAS NOT PREVIOUSLY BEEN EXPLOITED IN NIGERIA AND TSS APPROACH SHOULD BE EFFECTIVE. TSS SHOULD INCLUDE NOT ONLY FIRMS SELLING FISHING VESSELS AND GEAR BUT MIGHT ALSO INCLUDE MANUFACTURERS OF FACILITIES FOR COLD STORAGE, FISH PROCESSING AND SHIP REPAIRS.

E) ENERGY SYSTEMS TECHNICAL SALES SEMINAR:

WE ENDORSE CONCEPT BUT QUESTION WHETHER STANDARD SEMINAR FORMAT WOULD BE OPTIMAL PROMOTIONAL TOOL FOR THIS KIND OF EQUIPMENT. MARKET IS HUGE BUT IS DOMINATED BY LARGE AND WELL-ENTRENCHED COMPANIES. IMPACT OF U.S. COMPANIES WHICH ARE NOW MAKING A SIZEABLE COMMITMENT IN TIME AND FINANCIAL EXPENDITURE TO BUILD A PRESENCE IN NIGERIA IS NOT GOING TO BE HELPED BY NEW COMPANIES MAKING A WEEK'S VISIT. OUR ASSESSMENT IS THAT WE WOULD BE BETTER ADVISED TO REINFORCE EFFORT OF COMPANIES ALREADY ON THE SCENE WHO HAVE PROVEN INTEREST AND RESOURCES AND APPEAR TO HAVE BEST CHANCE OF OBTAINING SHARE OF NIGERIAN MARKET. WE THUS SUGGEST THAT CONSIDERATION BE GIVEN TO TRANSFORMING SEMINAR INTO VISIT OF HIGH-LEVEL DELEGATION ALONG LINES OF PETROLEUM ENGINEERING EXECUTIVES GROUP WHICH CAME TO NIGERIA DECEMBER 7 - 9.

F) CATALOG SHOWS: BOTH MATERIALS HANDLING EQUIPMENT

AND MOTOR VEHICLE MAINTENANCE ARE ON OUR CURRENT PRODUCTS PRIORITY LIST. THESE THEMES SHOULD BE WELL-RECEIVED IN NIGERIA, AND COULD BE PRESENTED IN FORM OF TECHNICAL SALES SEMINARS WHICH WE FIND MORE EFFECTIVE THAN CATALOG SHOWS HERE.

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